

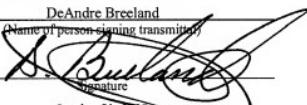
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Shepard, Justin E.  
Art Unit : 2623  
Confirmation No. : 1131

745 Fifth Avenue  
New York, New York 10151  
Tel. (212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on October 31, 2007.

DeAndre Breeland  
(Name of person signing transmission)  
  
Signature  
October 31, 2007  
Date of Signature

**AMENDMENT SUBMITTED WITH  
REQUEST FOR CONTINUED EXAMINATION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on September 10, 2007, having three-month statutory period for response set to expire on December 10, 2007, Applicants submit herewith a Request for Continued Examination (RCE) and an electronic payment in the amount of \$810.00 as payment of the RCE fee. Please amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.